

## **REMARKS**

### **Summary**

Claims 1-11 were pending. Claims 1, 4-5, 7-8, and 11 have been rewritten and Claim 2 cancelled. No new matter has been added as a result of this amendment.

### **Objection to Claims**

Claims 4-6 and 9 were objected to as containing an informality. Specifically, the Examiner indicated that Claim 4 should be dependent on Claim 3 rather than Claim 2. Applicants have corrected the typographical error in Claim 4 so that it now depends on Claim 3 and respectfully request that the Examiner withdraw the objection to Claims 4, 6 and 9 in the next Office Action. As Claim 5 does not depend on Claim 4, Applicants traverse the objection (but have rewritten the dependency of Claim 5 as Claim 2 has been cancelled).

### **Rejection of Claims**

Claims 1-2, 5, 7-8, and 10-11 were rejected under 35 U.S.C. §102(b) as being anticipated by Itoh (5,841,496). Claims 3-4, 6, and 9 were rejected under 35 U.S.C. §103(a) as being unpatentable over Fontana in view of Hansen (6,081,376). Applicant has rewritten Claim 1 to incorporate the elements of Claim 2 and traverses the rejection.

Claim 1 recites that the reflector has a substrate with a surface containing light-reflective concave portions. More specifically, each of the concave portions is formed with a first curved surface located at one peripheral portion of the concave portion and a second curved surface located at an opposing peripheral portion thereof. A deepest point of the concave portion is located on the first curved surface, while a maximum value of an absolute value of tilt angle of the second curved surface to the surface of the substrate is larger than that of the first curved surface.

Each of the concave portions also comprises a specific longitudinal section which passes through the deepest point of the concave portion. The specific longitudinal section has an inner shape which is defined by a first

delimiting line delimiting the first curved surface and a second delimiting line delimiting the second curved surface. The first delimiting line extends from one peripheral portion through the deepest point to a boundary between the first and second curved surfaces. The second delimiting line is continuous with the first delimiting line and extends from the boundary between the first and second curved surfaces to the opposing peripheral portion. The maximum value of the absolute value of the tilt angle of the second delimiting line to the surface of the substrate is larger than that of the first delimiting line to the surface of the substrate.

The Examiner indicates that Itoh, in Fig. 14, for example, discloses the concave portions above. However, in Itoh, the first delimiting line extends from one peripheral portion to the deepest point. The deepest point forms the boundary between the first and second curved surfaces. Such a concave portion is entirely different from the concave portion recited in Claim 1, which recites that the first delimiting line extends from one peripheral portion through the deepest point to a boundary between the first and second curved surfaces (i.e. the deepest point is located in first curved surface). In other words, in the concave portion recited in Claim 1, the deepest point of the concave portion occurs at a different position than the boundary between the first and second curved surfaces.

The arrangement recited in Claim 1 permits the first delimiting line to receive a larger amount of light than the second delimiting line. Accordingly, the amount of light reflected by the first curved surface is larger than that described in Itoh, thereby producing a display with a particular brightness in a specific viewing angle.

For at least these reasons, Itoh does not anticipate or disclose the arrangement of Claim 1. Thus, Claim 1 is patentable over the references cited by the Examiner.

For at least similar reasons, Claims 3-11 are similarly patentable over the references cited by the Examiner.

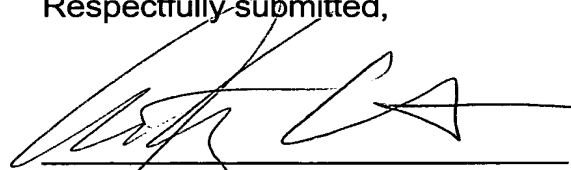
Note that Claim 1 has merely been rewritten to incorporate the subject matter of Claim 2, which has already been examined. Thus, if the Examiner

rejects Claim 1 over new references in the next Office Action, Applicant submits that the next Office Action should be non-final.

### **Conclusion**

Applicant respectfully submits that all of the pending claims are in condition for allowance. If for any reason the Examiner is unable to allow the application in the next Office Action and believes that a telephone interview would be helpful to resolve any remaining issues, he is respectfully requested to contact the undersigned.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'AP Curtis', is written over a horizontal line.

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